

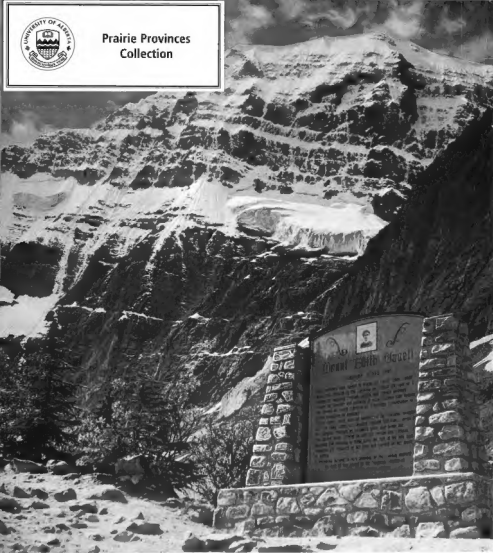
Your Invitation to ...
ALBERTA



CANADA'S COLORFUL VACATIONLAND



Prairie Provinces
Collection



"GREATER LOVE HATH NO MAN . . ."

*Mt. Edith Cavell in Jasper National Park bears the
immortal name of the heroic martyred British nurse
who, before a firing squad in World War I,
laid down her life for her friends*



welcome to alberta . . .

We invite and welcome visitors to Alberta from all lands to share the matchless scenic magnificence and the widely diversified holiday activities with which our province has been bountifully endowed.

We treasure the opportunity also to become acquainted with new friends who will find renewed physical health, a better understanding of our way of life, and gain an appreciation of the great promise of the future for this province—Alberta.

HON. ERNEST C. MANNING
Premier



*Life in the open
on a modern Alberta ranch
provides a complete change
from city routine, and
relaxation for mind and body*



Information
Bureau at
Fort Macleod
saves
motorists'
time and
helps find
lodgings
in crowded
resorts



head into the ranch country...

The saddle and the sunny south—from the immense cattle and sheep ranches of the open prairie around Medicine Hat, Lethbridge and Fort Macleod to the rolling parkland of the foothills around Cardston and Pincher Creek, or west of Nanton and High River—possess a magnetic appeal for city folk who like to ride or hike over old Indian trails in the clear, crisp fresh air, or fish remote but easily accessible creeks.

The whole Crowsnest Pass region is ideal for such expeditions and, for good measure, there is the variety of the weird, wind-swept Writing-on-Stone park near Milk River and the mystery of pre-glacial wild life of Cypress Hills provincial park around Elkwater Lake.

In the autumn, the sloughs north of Taber and Lethbridge as far as the Bow River are filled with ducks and geese. The Brooks, Bassano, Vauxhall and Claresholm areas are famous for their ring-neck pheasants and prairie chicken are plentiful throughout the entire foothill area from Carway as far north as Peace River. Elk are numerous especially in the Cardston, Pincher Creek and Beaver Mines areas.

THE INFORMATION BUREAU, conveniently located at the junction of Highways 2 and 3 west of Fort Macleod, is open from April 1st until December 15th. It maintains teletype and telephone connections with resort centres to enable motorists to book accommodations in advance. It supplies road and weather reports and detailed information about hunting and fishing, current holiday activities and events. The visiting sportsman may get his hunting and fishing licenses and his game export licenses there, and may also learn where waterfowl and upland birds are plentiful; where fishing is good and how to get there.

A brief visit to the bureau will save time and provide information about district rodeos, special events and added attractions which otherwise, might be missed.



*Automatic unloader
demonstrates
squealin', wheelin',
switchin', twistin',
shakin', rakin',
jumpin', thumpin',
cayuse capers*



*Below—A portion of the
Calgary Stampede parade*

*Bottom—Rounding the bend in a
chuck-wagon race*





*Color and character,
decoration and dignity,
nobility, wisdom and loyalty*

*see the
world-famous
calgary stampede...*



Hearty western hospitality is an unbroken tradition in the home of the world's biggest annual competitive frontier-days celebration. From the Rio Grande to the Athabasca, from the Mississippi to the Pacific, the Calgary Stampede holds unchallenged priority as the "World Series" of rodeos. For months before the big event, round-ups in the foothills bring wild mustangs into the huge corrals—fiery, fighting horseflesh that has never known the touch of man.

From the ranches each year come new cowboys — lads who, since boyhood, have dreamed and practised for their first plunge from the chutes on the Stampede infield. Here the hectic chuck-wagon race had its beginning as a competitive sport. Here nearly half a million spectators cheer riders and mounts alike as they strive for prizes in silvered saddlery, trophies and cash worth a king's ransom.





*Transparent-topped
busses operate
on scheduled tours
in Canadian Rockies*

*National Parks
and highways
are kept open
all year . . .
except
Lake Louise-Jasper
highway*

*Vermilion Lakes near Banff
with Mt. Rundle beyond*

explore the rockies...

Canada's most scenic national parks are located in the Canadian Rockies. Waterton Lakes, Banff and Jasper National Parks lie on the Alberta side of the Great Divide; Kootenay and Yoho adjoin the Banff park on the British Columbia slope, so that all five, joined by modern highways, form one huge recreational area and wild life preserve in which all animals, protected for more than seventy years, are quite tame.

Waterton Lakes Park which adjoins Glacier in Montana, is the Canadian portion of the mountainous International Peace Park. It is reached by a fascinating passenger boat trip from Glacier and by automobile or bus over highways converging on St. Mary, Montana or from Crownsnest Highway (No. 3), Fort Macleod, Cardston and Lethbridge north of the boundary.

Beautiful Cameron Lake, Cameron Falls and Red Rock Canyon are reached by paved highways from Waterton Lakes townsite. Numerous pony trails and footpaths lead to many other scenic attractions and fishing pools for those who like to stroll or to ride the gentle sure-footed mountain ponies which are bred and trained for the use of inexperienced riders.

The picture on the right shows a portion of the newly-paved Crownsnest Highway which traverses the Frank Slide—scene of the worst mountain disaster in North American history. Here, on April 29, 1903, more than seventy million tons of rock fell from Turtle Mountain upon the sleeping village of Frank, killing 66 persons and rolling or splashing boulders the size of two-storey houses more than two miles away and up the opposite side of the valley.



Banff the beautiful is the home of the School of Fine Arts, a project of the University of Alberta, and starting point for pack trips and hiking expeditions into the more remote regions.

Lake Louise, "the gem of the Rockies" lies within the park 35 miles west of Banff near the junction of the Banff-Jasper highway. Here is the heart of the Canadian Rockies—a region of massive, rugged ice-capped peaks described as "twenty Switzerlands in one." To be fully enjoyed, the majesty of these glittering mountains should be explored on foot or on saddle pony. Moraine Lake in the Valley of the Ten Peaks is reached by motor road, but just beyond lies tranquil Consolation Lake and, above Lake Louise at the foot of The Beehive, lie placid Mirror and Agnes lakes, all of breathtaking beauty missed by millions who are content to hurry away or enjoy only what can be seen from the highways.

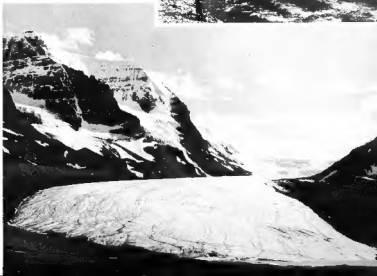
Every mile or so along the Banff-Jasper highway, short by-paths lead to scenic viewpoints of unsurpassed beauty. Peyto Lookout, reached by an easy path from the summit of Bow Pass, is one of the most amazing and awe-inspiring sights on the continent and, of course, the drive to Jasper would be incomplete without an exploration of the ice at Athabasca Glacier—one of the seven rivers of ice which flow from the Columbia Icefield, largest sub-polar remnant of the glacial age.

Above: Open air art class at Banff.

Right: Trout fishing in the crystal clear glacial waters of a well-stocked stream in the Canadian Rockies



*Athabasca
Glacier
in the
Columbia
Icefield,
Jasper
National
Park*





GLORIOUS SCENERY... HISTORIC SITES... THINGS TO DO...

Relax, rest, stroll, fish, swim, golf, cycle, camp, sketch, hike, ride, climb, canoe, row, collect butterflies; photograph scenery, unusual birds and animals; study the romantic story of Alberta's development from wilderness to wilderness in a generation; investigate historic sites, mingle with pioneers and hear their tales of early adventure; visit Indian villages . . . But here's another tip—

"Were you ever out in the great alone
When the night was crystal clear
And the icy mountains hemmed you in
With a silence you most could hear?"
Don't miss that experience either!

Left: Victoria Glacier and Lake Louise

Below: A safe but thrilling sky ride on the Banff chair lift— Bow River below, Mt. Rundle beyond

Your camera, too, can catch pictures just like these



Your children get close to nature in Alberta

No grandstands or fancy chutes but plenty of action and thrills at many district rodeos





*Grotesque skylines
and weird canyons
stretch for miles in the
graveyard of the dinosaurs*

through the badlands...

Once a vast tropical swamp in which lived the mammoth reptiles of the saurian age, the badlands of the Red Deer River Valley extend from near Stettler to the confluence of the Red Deer and the South Saskatchewan rivers. Skeletons of more than 150 of these gigantic, armor-plated lizards have been taken from one small section of the area and sent to museums in the United States, Britain and eastern Canada. Many life-size models of these prehistoric creatures may be seen in the park on St. George's Island, Calgary. From time to time, as rain and wind continue to wash away the sandy clay in which they lie, additional specimens are discovered. To preserve them, the Alberta Government has forbidden their removal without special permit but tourists and science students enjoy exploring the strange, bleak, crumbling hillsides. The badlands are most easily reached from Drumheller but a district road north from Brooks leads to another region only 13 miles from the Trans-Canada Highway. This portion may become a provincial park when present plans materialize.



*Sturdy
plains ponies
take visitors
exploring
in all parts
of the province*



*and the lush
farm country...*

Native grasses which covered the expansive prairies of Alberta supplied pasturage for innumerable herds of buffalo before the rifle and the run keg wiped them out. Then came the ranchers with their cattle to these wide, well watered plains and the farmer with his plow soon followed. The era of Alberta's modern development had begun. Vast fields of ripened grain now stand at harvest time like a golden sea.

Far as the eye can reach it goes,
Farther yet, 'till there seems no end,
Under a sky where blue and rose
With the gold and turquoise softly blend.



*Modern
machinery
has solved
labor problems
for farmers
on Alberta's
prairies*



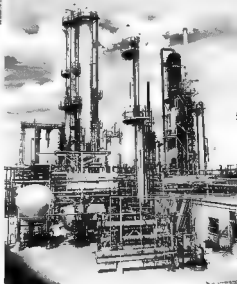
*Steel derricks rise
amid the stocks
as Alberta's oil discoveries
spread to new locations*

*A section of an
oil refinery near Edmonton*

rich oilfields...

Alberta's estimated reserves of natural gas and petroleum run into astronomical figures. The story of the search for and development of these resources since their discovery in 1858 is a tale of successive booms and market crashes until 1947 when production was discovered in the Leduc field twenty miles southwest of Edmonton. Discovery of the Woodbend field followed and since then many other structures have been tapped, the largest to date being the Pembina.

Today oil pipe lines extend from Alberta to Sarnia, Ontario, and to Vancouver. Natural gas supplies heat in virtually every city, town and village along Highway 3 from Medicine Hat to Fort Macleod and along No. 2 from there to Edmonton, as well as many others on No. 16 east of Edmonton and farther north in the Dawson Creek area. Huge supplies of natural gas and ample supplies of pure water have brought many large chemical industries to Alberta and these colossal plants on the eastern outskirts of Edmonton have become one of the principal tourist attractions in that region.



*Portion of Edmonton's
north-side business district
with airport beyond
as seen from the air
above the wide
Saskatchewan River*



To tourists, Edmonton, Alberta's capital, is a miracle city "Where else," they ask, "can you find a city of more than 200,000 without smoke: its first residence still occupied, a capital, a university, an airport ten minutes from the banking district, three golf courses in the middle of the city, bigger area than Chicago, eight-lane streets? Say—Where can I park my car?"

The answers, except the last one, are simple. Edmonton lies in the heart of an extremely rich agricultural region settled by immigrants from every part of Europe and the United States between 1905 and 1914 and again from 1920 until 1939. The third "invasion" is presently in progress as Edmonton, gateway to the untold resources of the far north, centre of rapidly expanding oil production and industrial enterprises, attracts skilled artisans, experienced industrial scientists, highly qualified professional men, and astute investors of capital.

Paved highways lead to a score of lake resorts and playgrounds within an hour or so of easy driving distance. Thirty-five miles eastward lies Elk Island National Park, westward 234 miles lies Jasper and 2,000 miles northward stretches that ribbon of modern miracle road building—the Alaska Highway.

*More than 1,200 buffalo (bison, — the largest captive herd on earth —
are pastured in fenced Elk Island National Park near Edmonton*



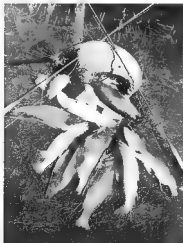


Abandoned mission near Duncannon is one of many that bear witness to the fortitude and faith of Christian men and women who often preceded fur traders in the search for new Indian tribes in the unknown land

Grave of a pioneer—
"Twelve-Foot" Davis—
near Peace River town, Alberta



to the alaska highway...



*There were
hundreds*

Early explorers following the mighty Peace River in their search for the western sea, discovered a fabulous land where ripe wild fruits weighed their branches to the ground and where native grains waved shoulder high, a parkland of tall timbers plentiful with moose, caribou, deer and smaller game. They found shimmering lakes—some pools, some like inland seas—teeming with fish.

A camp fire leaped out of control and started what was probably the biggest forest fire ever seen by man. It swept over millions of acres destroying parkland and prairie alike. But next year, the wild grains and the native fruit bushes grew as profusely as ever and they called it the Grande Prairie district. The secret of this mystery? Two conditions. twenty hours of growing sunlight a day from April into September; sufficient precipitation upon the perpetually fertilized sediment of what was once a vast post-glacial marl swamp!

Motorists traverse this garden of registered grain seed on their way north to the Alaska Highway

*Alexandra Falls on Hay River
near Great Slave Lake
provides a scenic thrill for motorists
on the Mackenzie Highway
north of Peace River*



and the far north...

Made at midnight, the scene below is common on the Peace, Athabasca and Mackenzie Rivers where freighters hurry during the brief summer to transport supplies and equipment to the mining and fur trading centres of the far north. Passengers are not carried on these boats. Persons on business or pleasure go "down north" by air. Nevertheless, Yellowknife is a favorite centre for sportsmen who like to take 60-pound lake trout on light tackle. A few of the more adventurous still like to explore the northern lakes and rivers in light boats with out-board motors.





Above:
Macdonald Hotel,
Edmonton's new
Convention
Headquarters



*Clean, comfortable accommodation to suit every purse;
hostel cabins in the foothills and mountains
for hikers; auto courts and motels for motorists;
hotels from family style to potential luxury
serve Alberta's visitors all the year round*

a place to stay...

Every rental unit in Alberta's motels and auto courts is inspected, licensed and classified by the government according to the furnishings and facilities provided for tourists. Hotels licensed to sell beer must maintain accommodation standards set by the Alberta Liquor Control Board. Other hotels and all restaurants are inspected by municipal health authorities. All licensed auto courts and motels are listed with their rates and classifications in "Holiday Guide" a free publication of the Alberta Travel Bureau, Legislative Building, Edmonton. It will be mailed on request.



A PUBLICATION OF THE
ALBERTA TRAVEL BUREAU
DEPARTMENT OF ECONOMIC AFFAIRS
GOVERNMENT OF THE PROVINCE
OF ALBERTA

HON. A. J. BOOCHER RALPH H. MOORE
MINISTER DEPUTY MINISTER
DAN E. C. CAMPBELL
DIRECTOR

Alberta's Holiday Highways

PAVEMENT ———
CRUSHED ROCK - - - -
OR GRAVEL

ALBERTA

Sportsman's Paradise

